

UNIT I

Sustainable Rural Development:

- Meaning , indicators - situational, Socio-economic and Psychological factors. Andragogy, Pedagogy learning - concepts and principles. Distance learning - concepts, feature and application. Organizational climate -learning situation,motivation and participatory learning Action (PLA).

UNIT II

Extension methods and communication technology:

Selection and use of A.V.Aids and Media mix. Videography and Photography-scope and importance.

UNIT III

Planning and execution of extension programmes: Principles and steps in programme planning.

Evaluation: Methods of evaluation and SWOT Analysis. (S=Strength, W=Weakness, O=Opportunity and T=Threat) as applicable in Agricultural Extension. Team work and Group. Action - concepts, characteristics and importance.

UNIT IV

Leadership and Training

- Traits or Qualities of a leader, role of leadership, Identification and training of leaders and extension workers.

UNIT V

Measurement techniques in extension

- Attitude scale construction, Reliability and validity tests. Different methods designs and computer software for extension research.

UNIT VI

Agricultural management and Techniques:

Management Information System (MIS) Transaction Analysis (TA) Management organizational stress and forcast techniques-meaning, scope, importance and application in Extension.

UNIT VII

Diffusion of Innovations and Adoption process (Innovation - Decision process):

Stages, models, categories characters and consequences.

UNIT VIII

Man power planning, Human Resource Management (HRM) and Human Resource Development (HRD): concepts, scope and importance. Youth work in Extensions: Rural Agricultural Work experience (RAWEP). Role objectives and steps in formation of youth clubs, involvement of NGO's (Non-Governemntal Organi-zations) and Co-operatives in extension work.

UNIT IX

Comparitive Agricultural Extension:

Organization of extension services in differeent countries Developmental programmes in India, Indigeneous technical Knowledge (ITK) and its' role in Farming system and extension Research (FSER),

Technology Assessment Research(TAR) under NATP (National Agricultural Technology Project), Privatization of extension in the light of GATT and liberalised economy and Demand Driven extension.

UNIT X

Entrepreneurship Development among farmers and decision making in Extension: Approaches and Strategies.

PAPER -II

UNIT I

Dynamics of Social change and development meaning, concepts and dimensions. Experiential learning - learning cycle and steps. Cone of learning experience - Social Psychology and Educational Psychology as applied to Extension. Computer based learning meaning, concept and application.

UNIT II

Culture

culture lag, Dynamics of Population, Social Legislations in India, planned change, community Development and Panchayat Raj, Special Development Projects, Rural Problems and People's participation - scope and importance in extension.

UNIT III

Group thinking and understanding

roles of members, conflicting individual role in group, individual blocks. Ten commandments of good communication, community information service and libraries, Art of talking - telephone talk and Art of writing for farmers

UNIT IV

Curriculum development, Educational technology and essentials in Educational -Problem solving in teaching; Teacher training centres, Evaluation of student performance.

UNIT V

Training need assessment (TNA), Organization of training programme; Induction, Inservice and on the Job training, Extension role of Agricultural University, Management(Centre for Management of Agricultural Extension) and Extension Education Institutes. Future trust of extension education.

UNIT VI

Levels of measurement and socio-metric techniques, Scientific report writing.

UNIT VII

Supervision and Administration - meaning. Scope, Characteristics, function - organization - meaning concept and nature - scalar principles - meaning and principles of Supervision - Qualities of a supervisor. Innovation characteristics, Reasons for non-adoption

UNIT VIII

Symbolic Adoption and Adoption Quotient Agri-business management: Scope and importance.

UNIT IX

Mass Media consumption in a rural community, Agricultural Journalism and Human Relations in Organizations and human behaviour in Extension Educational - concept and importance.

UNIT X

Acumen and expertise (Media ware) - Still pictures, Chalk Board, Bulletin Board, Lighting Exhibits, Slides,

Film strips, Opaque, Overhead and Film protection Televison and video recordings. Adroitness and trouble shooting - maintenance tips for Media ware, computer generated agricultural information materials and Photonic informaiton Technology.